

# Embedding health literacy into clinical trials from the beginning of the process to improve recruitment and retention

*Annlouise R. Assaf, PhD, FAHA, FISPE*

*Senior Director, Global Medical Impact Assessment*

*Patient Health Activation Expert, Pfizer Worldwide Medical & Safety*

*Professor (Adjunct) Brown University School of Public Health*

*[annlouise.r.assaf@pfizer.com](mailto:annlouise.r.assaf@pfizer.com)*

Health Literacy in Clinical Trials: Practice and Impact: a workshop

11<sup>th</sup> April 2019

## Disclaimer

The information and opinions presented in these materials are the express opinion of the author and may not represent the opinions or views of Pfizer Inc. and Pfizer Limited. The materials presented are informational only and do not represent a guarantee by the author based on the use or misuse of such information.

## Disclosures

Employee and stock holder of Pfizer Inc.

Incorporating health literacy into clinical trials is like world peace .....



Everyone agrees it is a good thing,  
but no one really knows (or even agrees about) the best way to achieve it.



# HEALTH LITERACY

WHAT IT IS AND WHY IT MATTERS



## Session 2: Moderated panel discussion

*“Embedding health literacy into clinical trials from the beginning of the process to improve recruitment and retention”*

### **Moderator:**

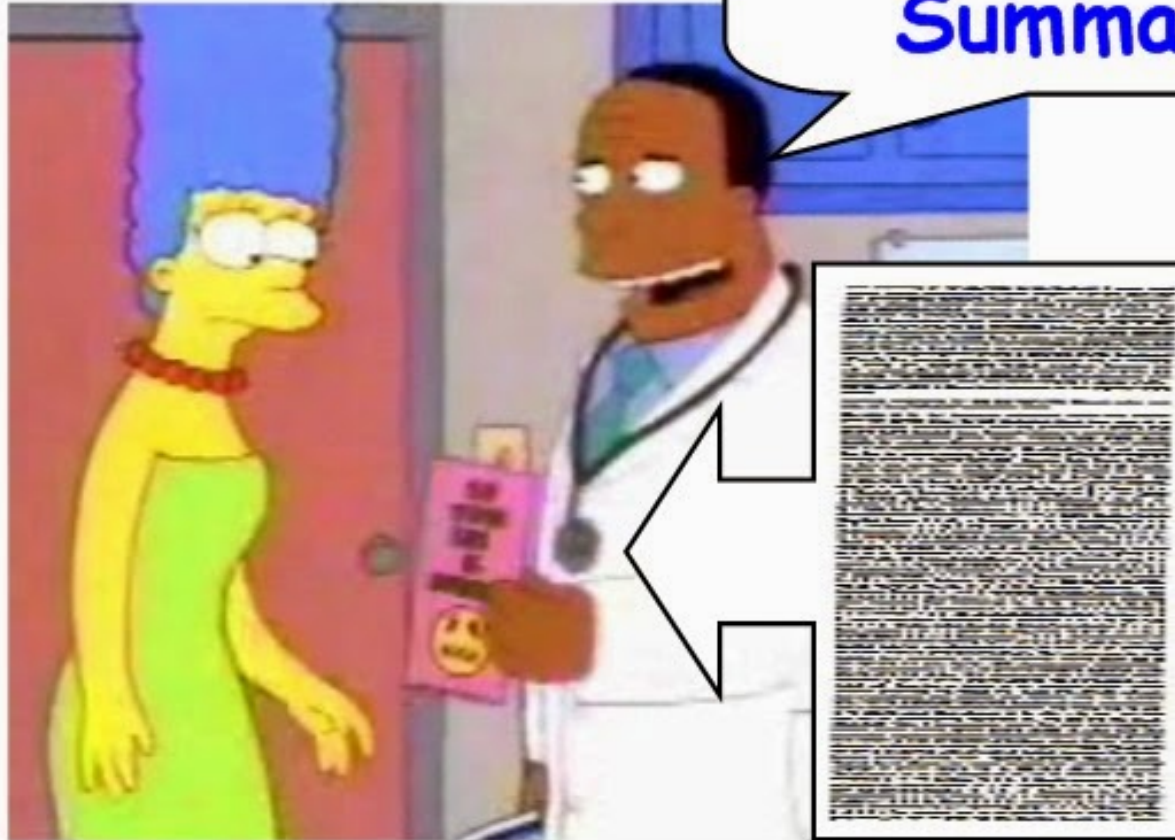
- ***Annlouise R. Assaf, Pfizer Worldwide Medical and Safety***

### **Panelists:**

- ***L. Ebony Boulware, Duke University School of Medicine***
- ***Catina O’Leary, Health Literacy Media***
- ***Alicia C. Staley, Medidata Solutions***
- ***Chris Trudeau, University of Arkansas Medical School and University of Arkansas, Little Rock, Bowen School of Law***

Dr. Hibbert informs Marge about the risks.

Be sure to read the **Brief Summary!**



<http://pharmamkting.blogspot.com/2015/02/disclosing-risk-in-dtc-print-ads.html>